

You Drink & Drive. You Lose. National Mobilization

SAMPLE RADIO SCRIPTS

Radio stations are required to broadcast public service announcements to the community. Use this to your advantage by providing local stations with these basic scripts. You should accompany the scripts with a letter explaining the problem of impaired driving in your community and ask for the station's support in helping to prevent this deadly crime. Suggest that traffic reporters remind listeners about the *You Drink & Drive. You Lose.* message and about increased enforcement activities in your community. It's a good idea to follow-up the letter with a phone call to the station to ensure they received the scripts and to encourage their active participation.

RADIO SCRIPTS

:30 Second General Station Read – Cost

One for the road? What did that last drink cost? Between \$4,000 to \$6,000, your license and car when you're caught driving impaired. **(INSERT STATION NAME/CALL LETTERS)** reminds you that law enforcement will be out this holiday protecting everyone from impaired drivers. This holiday, please celebrate responsibly and don't take a chance because chances are you will be caught. Designate a sober driver, take a taxicab or mass transit or take a ride straight to jail. Remember: *You Drink & Drive. You Lose.*

:30 Second Station Read – Alcohol Impairment

Not sure if you've had too much to drink? Then don't drive. Chances are you will get caught. **[INSERT STATION NAME HERE]** reminds you law enforcement will be out in full force this holiday season looking for impaired drivers. Don't forget impairment starts with the first drink, whether you feel it or not. Don't risk losing your license, your car and freedom. Designate a sober driver, take a taxicab or mass transit or you'll be taking a ride straight to jail. Remember: *You Drink & Drive. You Lose.*

:30 Second Station Read — Crime

Checkpoints, roving patrols, undercover officers and concerned citizens ... chances are if you drive impaired you'll get caught this holiday. **[INSERT STATION NAME HERE]** reminds you **[COMMUNITY]** is mobilizing against impaired drivers. This holiday, please celebrate responsibly and don't chance it because chances are you will be caught. Designate a sober driver, take a taxicab or mass transit or you'll be taking a ride straight to jail. Remember: *You Drink & Drive. You Lose.*

:30 Second Station Read - Drugs and Alcohol/License

This holiday, don't lose your license to impaired driving. Did you know that your license can be revoked and car impounded on the spot if your caught driving impaired? **[INSERT STATION NAME HERE]** reminds you law enforcement is mobilizing against impaired drivers this holiday season. Driving under the influence of drugs or alcohol is a serious crime that will cost you hundreds of dollars, your car, and license and ruin your social life. The choice is yours – designate a sober driver or one will be appointed for you. Remember: *You Drink & Drive. You Lose.*

:30 Second Station Read — New Friends

Think impaired driving is no big deal. Think about what it can do for your social life and all the new opportunities. Making new friends on the bus, at counseling, while doing community service, sitting in court and don't forget your sleepover in jail. **[INSERT STATION NAME HERE]** reminds you law enforcement is mobilizing against impaired drivers this holiday season. Don't forget impairment starts with the first drink and driving impaired is a crime. Chance driving impaired and chances are you will be caught. Remember to designate a sober driver, take a taxicab or mass transit or be prepared to kiss your social life good-bye. *You Drink & Drive. You Lose.*

:15 Second Station Read – Alcohol & Drugs/You Lose

This holiday, don't lose your car, license and freedom to impaired driving. **[INSERT STATION NAME HERE]** reminds you law enforcement is mobilizing against impaired drivers this holiday season. The choice is yours – designate a sober driver or one will be appointed for you straight to jail. Remember: *You Drink & Drive. You Lose.*

:15 Second Station Read — Enforcement

Sobriety checkpoints, saturation patrols, undercover officers and concerned citizens ... chances are if you drive impaired this holiday you'll get caught. This holiday, please celebrate responsibly, designate a sober driver, take a taxicab, mass transit or you'll be taking a ride straight to jail. Remember: *You Drink & Drive. You Lose.*

